

77-20447

28 SEP 1977

MEMORANDUM FOR: Director of Central Intelligence

THROUGH : Acting Deputy Director of Central Intelligence

FROM : Herbert E. Hetu  
Assistant to the Director  
(Public Affairs)

SUBJECT : TIME Magazine's European Business Leaders Briefing,  
18 October 1977

1. ACTION REQUESTED: Approval of CIA briefing for TIME-sponsored group of European businessmen.
2. BACKGROUND: TIME magazine's "Update on America '77" is a series of briefings in the Washington area for some 25 of Western Europe's foremost industrial and financial leaders. The group, accompanied by ten TIME executives, is scheduled to meet with you in the DCI Conference Room at 1600 on 18 October 1977.

In 1971, TIME sponsored a similar program called "Report on America" and many of the same personnel attending that session were briefed here by Director Helms.

Topics of interest include an appraisal of the East-West balance of strength, NATO, the Middle East, the Soviet Fleet in the Mediterranean, and CIA's view of the European economic outlook.

TIME has requested you speak for about 20 minutes. We would propose to follow your remarks with ten-minute presentations by Dr. Bowie, Dr. Stevens, Mr. Dirks, and Mr. Malanick. A question-and-answer period will conclude the briefing. Refreshments will be served.

Attached is a preliminary list of the attendees who will be in the Washington area from 16 through 19 October to learn about the new national administration.

Attachment:  
as stated

3 OCT 1977

Herbert E. Hetu

APPROVAL

DISAPPROVAL

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UPDATE ON AMERICA '77

(\* Attended 1971 CIA Briefing)

\* Mr. Gianni Agnelli  
Chairman  
FIAT  
Torino, Italy

\* Mr. Guiseppe Bertola  
Chairman  
S.S.I.H  
Bienne, Switzerland

\* Mr. Alain Chevalier  
Vice President, Directeur General  
MOET-HENNESSY  
Paris, France

\* Dr. F. Wilhelm Christians  
Chairman, Executive Board  
DEUTSCHE BANK AG  
Dusseldorf, Germany

\* Dr. Hurbert Culmann  
Chairman, Executive Board  
DEUTSCHE LUFTHANSA AG  
Frankfurt, Germany

\* Dr. Paul Dax  
Executive Vice President  
SIEMENS AKTIENGESELLSCHAFT  
Munchen, Germany

\*\* Mr. M.D. De Bruyne  
ROYAL DUTCH PETROLEUM COMPANY  
The Hague, The Netherlands

\* Mr. Evelyn De Rothschild  
Director  
N.M. ROTHSCHILD AND SONS LTD  
London, England

Mr. Phillippe De Weck  
Chairman  
\*\* UNION BANK OF SWITZERLAND  
Zurich, Switzerland

Mr. Gaston Dieu  
Managing Director  
SABENA  
Brussels, Belgium

(\*\* Firm represented at 1971 CIA Briefing)

Sir James Goodsmith  
Chairman  
ANGLO CONTINENTAL INVESTMENT & FINANCE  
London, England

\* Mr. Pour Gustaf Gyllenhammar  
President  
AB VOLVO  
Gottenborg, Sweden

Mr. Knut Hagnrup  
President  
SCANDINAVIAN AIRLINES SYSTEM  
Stockholm, Sweden

Mr. Charles Hambro  
Chairman  
HAMBRO'S BANK  
London, England

\* Dr. Konrad Henkel  
President  
HENKEL AND CIE  
Dusseldorf, Germany

Mr. Peter McAdam  
Chairman  
BRITISH AMERICAN TOBACCO CO., LTD.  
Westminister House  
London, England

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President  
ALITALIA  
Rome, Italy

Mr. S. Orlandini  
President  
\*\* KLM  
Amstelveen, The Netherlands

Mr. Marc Ouin  
Secretarie General  
REGIE NATIONALE DES USINES RENAULT  
Boulogne-Billancourt, France

Mr. C.C. Pocock  
Chairman  
SHELL TRANSPORTS & TRADING CO.  
London, England

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\* Prof. Dr. Jur. Joachim Zahn  
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